

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015 / 2016

BRS2014 – RECRUITMENT AND SELECTION

(All sections / Groups)

17th OCTOBER 2015
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **THREE (3)** pages with **FIVE (5)** Questions only.
2. Attempt **FOUR (4)** out of **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Each question carries 25 marks.

Choose FOUR (4) questions only.

QUESTION 1

- (a) Effective staffing is the cornerstone of successful human resource management.

Explain the pros of strategic staffing as compared to traditional staffing?

(10 marks)

- (b) 3M pursues a differentiation strategy to gain competitive advantage based on product innovation. It attempts to develop a product or service that has unique characteristics valued by customers and able to charge premium price.

Identify and explain how a differentiation strategy would impact on the recruitment and selection strategy and goals of 3M ?

(15 marks)

(Total: 25 marks)

QUESTION 2

- (a) Your organization is expecting a temporary slowdown in business due to the exchange rate fluctuations.

Discuss **THREE (3)** different ways in which the organization can deal with temporary employee surpluses.

(15 marks)

- (b) Explain how job analysis provides information useful in recruitment and selection, compensation, and performance appraisal.

(10 marks)

(Total: 25 marks)

Continue...

QUESTION 3

Genesis Corporation has tried to fill the post of a senior project engineer for a while but has been unable to find a suitable candidate:

- (a) Describe **THREE (3)** external recruiting sources that you think would be most effective for filling the senior project engineer position and why.
(10 marks)
- (b) Based on your answer in (a) justify your choice based on the speed and cost for each of the sources identified.
(10 marks)
- (c) Briefly describe **TWO (2)** desirable recruiter characteristics.
(5 marks)

(Total: 25 marks)

QUESTION 4

Munchy Food Co. is a food manufacturing company with 300 employees. The HR manager has been asked to oversee selection of a marketing manager. Primary responsibilities of the position are

- i. to analyze potential marketing opportunities and threats;
- ii. to establish marketing goals for building market share in Malaysia;
- iii. to design, implement, and control marketing programs.

Job specifications include an MBA or Masters in Marketing degree, 5 years of experience in a similar position, good knowledge of the regional market, excellent strategic thinking and analytical abilities, and strong communication skills. An e-recruitment campaign netted 100 resumes from many different nationalities.

- (a) Describe **THREE (3)** evaluative assessment methods you would use in external staffing decisions.
(15 marks)
- (b) After extensive testing and selection, the job offer was made to a finalist. Unfortunately, the candidate rejected the offer. What would you do as Human Resource Manager for the company?
(10 marks)

(Total: 25 marks)

Continue...

QUESTION 5

- (a) Artak Design, a leading edge manufacturer of office furniture had experienced a turnover of nearly 200 per cent in the last two years.

Suggest **THREE (3)** retention strategies Artak can implement to ensure employee retention. Explain your answer.

(15 marks)

- (b) What is the difference between direct and indirect staffing costs? Provide **ONE (1)** example of each.

(10 marks)

(Total: 25 marks)

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